

## ORDER



**Orders**  
**Order / Rev:** 714962  
**Alt Order #:** 06324103  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1537  
**Flight Dates:** 10/09/12 - 10/15/12  
**Original Date / Rev:** 09/19/12 / 10/16/12  
**Order Type:** Political

## WUSA

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential,Political,PL-Federal  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	46	\$57,050.00	\$48,492.50
10/15/12	10/21/12	11	\$6,425.00	\$5,461.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	57	\$63,475.00	\$53,953.75	0.00
<b>Totals</b>	<b>57</b>	<b>\$63,475.00</b>	<b>\$53,953.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/09/12	10/15/12	10-11a	CM	10-11a	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	0	\$0.00
Let's Make a Deal															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF--	5		\$200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NUSA	10/09/12-10/15/12		10-11a		10-11a	MTWThF----	:30		<del>(\$200.00)</del>		0.00	NM		
See MG 13.6,13.7,13.8															
[LUR]															
2	NUSA	10/09/12-10/15/12		10-11a		10-11a	MTWThF----	:30		<del>(\$200.00)</del>		0.00	NM		
See MG 13.6,13.7,13.8															
[LUR]															
3	NUSA	10/09/12-10/15/12		10-11a		10-11a	MTWThF----	:30		<del>(\$200.00)</del>		0.00	NM		
See MG 10.6,10.7,10.8															
[NA]															
4	NUSA	10/09/12-10/15/12		10-11a		10-11a	MTWThF----	:30		<del>(\$200.00)</del>		0.00	NM		
See MG 13.6,13.7,13.8															
[LUR]															
5	NUSA	10/09/12-10/15/12		10-11a		10-11a	MTWThF----	:30		<del>(\$200.00)</del>		0.00	NM		
See MG 13.6,13.7,13.8															
[LUR]															
E 2	WUSA	10/09/12	10/15/12	Letterman	CM	1135P-1237A	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	3	\$1,200.00
Late Night with David Letterman															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF--	5		\$400.00		0.00						







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Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1537  
**WUSA**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WUSA	10/09/12	10/15/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/09/12	10/15/12	MTWTF--		5			\$125.00		0.00				
E 15	WUSA	10/09/12	10/15/12	9-10a Inside Edition/Insider	CM	9-10a	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/09/12	10/15/12	MTWTF--		5			\$100.00		0.00				
E 16	WUSA	10/12/12	10/12/12	Fri Prime A CSI: NY	CM	8-9P	----F--	:30	1	\$1,400.00	P-3	0.00	NM	4	\$29,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	----F--		1			\$1,400.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	WUSA	10/08/12-10/14/12	Fri Prime A		8-9P	----F--	:30	<del>(\$1,400.00)</del>	0.00	NM				
		See MG 16.2, 16.3, 16.4, 16.5 [NA/HRA]													
	2	WUSA	10/10/12-10/10/12	Wed Prime A		8-9P	--W-----	:30	\$9,000.00	0.00	NM				
		Ⓜ MG for 17.1, 20.1, 22.1, 23.1, 19.1, 24.1, 16.1													
	3	WUSA	10/10/12-10/10/12	Wed Prime B		9-10P	--W-----	:30	\$10,000.00	0.00	NM				
		Ⓜ MG for 17.1, 20.1, 22.1, 23.1, 19.1, 24.1, 16.1													
	4	WUSA	10/11/12-10/11/12	Thu Prime A		8-9P	---Th----	:30	\$10,000.00	0.00	NM				
		Ⓜ MG for 17.1, 20.1, 22.1, 23.1, 19.1, 24.1, 16.1													
	5	WUSA	10/14/12-10/14/12	1135p-1205a Game On		1135p-1205a/120:	-----Su	:30	\$600.00	0.00	NM				
		Ⓜ MG for 17.1, 20.1, 22.1, 23.1, 19.1, 24.1, 16.1													
E 17	WUSA	10/13/12	10/13/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S-		1			\$1,200.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	WUSA	10/08/12-10/14/12	Sat Prime C		10-11P	-----Sa--	:30	<del>(\$1,200.00)</del>	0.00	NM				
		See MG 16.2, 16.3, 16.4, 16.5 [NA/HRA]													
E 18	WUSA	10/13/12	10/13/12	8-10a Sa CBS This Morn CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S-		1			\$150.00		0.00				
E 19	WUSA	10/14/12	10/14/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$7,000.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		1			\$7,000.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	WUSA	10/08/12-10/14/12	Sun Prime A		7-8P	-----Su	:30	<del>(\$7,000.00)</del>	0.00	NM				
		See MG 16.2, 16.3, 16.4, 16.5 [Per Management]													
E 20	WUSA	10/11/12	10/11/12	Thu Prime C Elementary	CM	10-11P	---T---	:30	1	\$4,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	---T---		1			\$4,000.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	WUSA	10/08/12-10/14/12	Thu Prime C		10-11P	---Th----	:30	<del>(\$4,000.00)</del>	0.00	NM				
		See MG 16.2, 16.3, 16.4, 16.5 [NA/HRA]													
E 21	WUSA	10/09/12	10/15/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTFSS	:30	7	\$1,000.00	P-3	0.00	NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/09/12	10/15/12	MTWTFSS		7			\$1,000.00		0.00				
E 22	WUSA	10/09/12	10/09/12	Tue Prime C Vegas	CM	10-11P	-T-----	:30	1	\$4,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	WUSA	10/09/12	10/09/12	Tue Prime C Vegas	CM	10-11P	-T-----	:30	1	\$4,000.00	P-3	0.00	NM	0	\$0.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/08/12    10/14/12    -T-----                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$4,000.00    0.00                 </div> </div>															
<div> <div> <u>Spot</u>    <u>Ch</u>    <u>Date Range</u>    <u>Description</u>    <u>Start/End Time</u>    <u>Weekdays</u>    <u>Length</u>    <u>Rate</u>    <u>Rtg</u>    <u>Type</u> </div> <div>                     1    WUSA    10/08/12-10/14/12    Tue Prime C    10-11P    -T-----    :30    <del>(\$4,000.00)</del>    0.00    NM                 </div> <div>                     See MG 16.2,16.3,16.4,16.5                      [NA/HRA]                 </div> </div>															
E 23	WUSA	10/09/12	10/09/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$6,000.00	P-3	0.00	NM	0	\$0.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/08/12    10/14/12    -T-----                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$6,000.00    0.00                 </div> </div>															
<div> <div> <u>Spot</u>    <u>Ch</u>    <u>Date Range</u>    <u>Description</u>    <u>Start/End Time</u>    <u>Weekdays</u>    <u>Length</u>    <u>Rate</u>    <u>Rtg</u>    <u>Type</u> </div> <div>                     1    WUSA    10/08/12-10/14/12    Tue Prime A    8-9P    -T-----    :30    <del>(\$6,000.00)</del>    0.00    NM                 </div> <div>                     See MG 16.2,16.3,16.4,16.5                      [NA/HRA]                 </div> </div>															
E 24	WUSA	10/09/12	10/09/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	-T-----	:30	1	\$6,000.00	P-3	0.00	NM	0	\$0.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/08/12    10/14/12    -T-----                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$6,000.00    0.00                 </div> </div>															
<div> <div> <u>Spot</u>    <u>Ch</u>    <u>Date Range</u>    <u>Description</u>    <u>Start/End Time</u>    <u>Weekdays</u>    <u>Length</u>    <u>Rate</u>    <u>Rtg</u>    <u>Type</u> </div> <div>                     1    WUSA    10/08/12-10/14/12    Tue Prime B    9-10P    -T-----    :30    <del>(\$6,000.00)</del>    0.00    NM                 </div> <div>                     See MG 16.2,16.3,16.4,16.5                      [NA/HRA]                 </div> </div>															
													Totals	57	\$63,475.00